The Washington Times

THE MUNSEY BUILDING.

FRANK A. MUNSEY,

Proprietor.

EDGAR D. SHAW, PAUL C. PATTERSON. SATURDAY, AUGUST 20, 1910.

SUBSCRIPTION RATES BY MAIL

JULY CIRCULATION.

Daily. The number of compiste and perfect co of The Washington Times printed daily ing the month of July was as follows:

The net total circulation of The Times (daily) during the month of July was 1,044,756, all copies left over and returned being eliminated. This number, when ditied by 25, the number of days of publication shows the net daily average for July to fave been 40,178.

In each issue of The Times the circulation figures for the previous day are plainly printed at the head of the first page at the left of the date line.

Persons leaving the city for a long or short period during the summer can have The Times mailed to them at the rate of thirty cents a month, or seven cents a week. Addresses may be changed as often as desired. All mail subscriptions must be paid in savance.

AN EASY WAY TO CREATE HAPPINESS.

from Washington live a man and wom-secretary of the Republican national 1990. an who possess an enviable record for committee he has dropped in on us at spreading sunshine among their neigh- odd times for a few days, leaving a large what the colonel was going to do bors. The husband is well to do, al-dazzling streak as he departed, before for two months, we should be able to though not wealthy. He owns a good we'd really cotten accustomed to the worry along until after election if he though not wealthy. He owns a good we'd really gotten accustomed to the farm or two, holds a block of stock in elegance of face, figure, and garments. one of the local banks, has a small. Wherefore we want him to come again, paying business, and lives in a com- when he can stay longer. fortable home which is clear of debt Don't ever get the idea, however, and stands in his wife's name. He that all there is to William Hayward

never fail to take advantage of an "Bill" couldn't travel together unless opportunity to give others a pleasure he was pretty right. which they know from experience will be keenly appreciated. At the WHAT INSURGENTS' PEOPLE same time, they find happiness for themselves in doing it.

This example can be followed with In spite of the strenuous opposition particularly good grace here and now of the standpat organizations in the by those people of Washington whose circumstances make it possible for on manifesting more and more them to own automobiles. The Times strength. In Ohio, where there is pracand the summer outings committee of tically no insurgent organization, the the Associated Charities are trying to regulars dominated the Republican arrange an automobile outing for the convention, but nowhere else has the infirm women in the various homes for regular Republican organization been two or three hours on Wednesday or revealed in the results of the primary communicate with this newspaper.

IN OHIO.

lynching recently.

Harm's removed the mayor of the they wanted. place for not making proper effort to stop the mob. Evidently the govern- TENNESSEE DOING GOOD POor's vigorous action has had the effect of making a grand jury measure up to its duty, fifteen indictments having been brought in. The usual thing in litical upheavals in New York, Necases of this kind is for a grand jury braska, and California this week, the to pretera to investigate and then to really good work done by the Repubreport that the lynching was done by lican State convention in Tennessec to dampen the ardor of those who like deserves. The Republican delegates to commit murder in a crowd to note met on Tuesday and nominated Capt. that they are not free from risk of Benjamin W. Hooper to oppose Gov

would tend more to show that the people of this country are sound at Hooper is an active young man, who

ary outburst of denunciation of mob Brownlow for Congress, but he never violence is more than talk.

DRAWN VEHICLES.

the new order of the District Com- have stood a chance of being elected, missioners, calling for lights on all but with Hooper as the Republican horse-drawn vehicles. The surprising candidate, there is every reason to be-Taffy and Sunday \$0.30 \$0.90 \$1.75 \$1.50 \$1.50 \$2.00 \$1.50 \$2.00 \$1.50 \$2.50 \$ ed before this. Even if there were no automobiles, it would be no more than reasonable to require those who drive horses about the streets at night to 45,331 display lights. When it is considered close to President Taft during the stirthat automobiles must carry lights, ring. political agitation of the last few 44,644 the good sense in ordering lights on all days, is going to Oyster Bay today 44,368 conveyances is doubly apparent. For to see his father-in-law, Col. Theodore 43,081 the protection of pedestrians, for the Roosevelt. Lloyd C. Griscom, who anprotection of the occupants of horseunday 43,412 protection of the occupants of horse-43,42 drawn vehicles themselves, and for the 42,247 drawn vehicles themselves, and for the 42,247 drawn vehicles themselves, and for the 42,247 vention, and who has been in daily conference when the former President for a week is converted to the former president

A PLEATED SHIRT.

The net total circulation of The Times (Sundays) during the month of July was 171.710, all copies left over and returned by agents being eliminated. This number, when divided by 5, the number of Sundays during July, shows the net Sunday average for July to have been 34.342.

pumpkins on looks and dress. If he comes he will easily wrest from Hamiliton Fish the title of "handsomest man in the House," for Fish, it must be remembered, is handsome in a big, able to figure out what is going to broad, commanding, imperialistic way, happen this fall and in 1912. while Hayward is a straight-out thing For the time being, the Taft-Roos of beauty-a joy to the eye for as velt incident may be said to be in long as the eye can train itself on his statu quo, with Mr. Taft surrounder classic features without making its by a net-work of political difficultie

the retention in our language of that threatening his progressive policies. whiskers to Chicago in quest of riches paigns. beside the cool waters of Lake Michi-

Washington has had all too brief a

keeps a horse and carriage, which he is good looks and good clothes. frequently uses in visiting his farms Strange as it may seem, he's possess and which his wife uses for a drive ed of real gray matter in spite of every afternoon that the weather per- them. He's only thirty-four years old, and his father was a United States It is the proud boast of the village Senator, but he's got a fine, large war that this man and his wife have never record and has been chairman of the gone out with their carriage by them- Nebraska Republican State central selves. Sometimes they take a young committee. He lives at Nebraska City couple, sometimes two or three chilland has views, primarily, on Cannon sometimes a man or woman ism, on deep waterways, on railroad his Morocco assignment. friend of their own age, and sometimes regulation, on military reform, on one or more of the old people of near-trusts, and on a few other such simple by families. Although their declining little problems. He's a chain-lightning years have brought them comparative debater, and his personality is such prosperity, they have never forgotten that out in Nebraska everybody, from the time when a carriage ride seemed newsboy to governor, calls him "Bill." to them the acme of luxury. They It's a cinch that his looks and that

THINK OF THEM.

aged in and about Washington. Any- completely victorious. One of the best one who has an automobile which he evidences of the State of public sentiwill contribute for this purpose for ment on the insurgent movement is Thursday of next week is invited to elections held thus far. No man who was an insurgent in the special session of Congress or in the session just A TEST OF THE JURY SYSTEM closed has been beaten. Messrs Aldrich, Cannon, Payne, and other statesmen of their faction have condemned The jury system is soon to be put and ridiculed the insurgent members to an important test in Newark, Chio, for the way they talked and voted. the seat of a disgraceful riot and The constituents of those same insurgents act as if that kind of talk and It will be recalled that Governor that kind of voting were just what

LITICAL WORK, TOO.

In the excitement attending the political upheavals in New York, Ne-litical upheavals in New York, Ne-Old Point Comfort and Norfolk Steam-"parties unknown." It is calculated has not been given the attention it ernor Patterson for re-election. The But this is only the first step. The selection was an excellent one, and next is to see whether a petit jury should promote the cause of cleaner will convict for this crime. Nothing politics and better government in the

the core than for a petit jury in a can draw the independent Democratic community like that of Newark, Ohio, vote away from Patterson and at the to show that it is not afraid to con- same time get the votes of most of viet members of a mob for lynching. the people of both Tennessee Republi-This is the real test of public spirit, can factions. He lives in the Brownthe real proof of whether the custom- low district, and was always for went to the extent of bolting the LIGHTS ORDERED FOR HORSE- in State affairs. If either an out and Evans faction when it was in control out Brownlow man or an out and out Evans man had been nominated, the No valid objection can be made to objectionable Patterson would still

TAFT AND ROOSEVELT TO EXCHANGE MESSAGES.

Nicholas Longworth, who has been gineered the Roosevelt booms for chairfor a week, is going to Beverly early AN HONEST HEART BENEATH next week to see President Taft.

It is more than probable that these gentlemen are the bearers of messages Every lover of the beautiful should of important political nature. Through rejoice in the nomination of William Mr. Longworth, it is expected Presi-Hayward as the Republican candidate dent Taft will communicate to Colfor Congress in the First Nebraska onel Roosevelt just what he thinks of district. If he succeeds in defeating present political conditions in the The number of complete and perfect copies of The Washington Times printed Sundays shiper at the shrine of Apollo and State. Through Mr. Griscom, it is exevery admirer of perfection in sar- pected Colonel Roosevelt will comtorial art should be grateful for the municate to President Taft just what him hither. William Hayward is some interchange of messages the public will pumpkins on looks and dress. If he be put in possession of more definite

owner ashamed of himself, or herself, and Colonel Roosevelt watching eagerly and holding himself in readiness to And when it comes to goregous rai- get into the fight if he finds t) e Adment, Hayward will justify, at last, ministration or the party leaders

much abused phrase, "the cynosure of Meanwhile, the Democrats are get all eyes." Nothing like him has been ting together, strengthening their lines, seen in Congress since James Hamilton and preparing to gain every possible Lewis betook himself and his pink advantage in the Congressional cam-

There are those who never will for give the late Mr. Platt for the part he In a village less than twenty miles glimpse of William Hayward. As lican candidate for Vice President in

"Spranto" may be easier to say, but there's a question whether the faithful will be very enthusiastic about

minish the size of the crowds that will greet the colonel in the West, either. that doesn't show the slightest hesi-tancy in going after "the men higher

me particularly well pleased with proceed to Fort

Today's reports indicate that, while armistice, at least, has been agreed to

Newfoundland, having celebrated its hree hundredth birthday, really ought to consider changing its name.

By the way, what has become of that theory regarding the fifth wheel proclivities of the Vice President? New it's "Lo, the rich Indian."

VETERAN FIREMAN VANISHES

CHESTER, Pa., Aug. 20.—William Schofield, a veteran of the civil war and of the oldest members of the Frank in Fire Company, is raissing from his me in this city. He was last seen in

What's on the Program in Washington

Amusements.

Columbia-"My Friend From India," 8:15 p. m. Academy-"Brewster's Millions," 8:15 p. m. osmos-Motion pictures and vaudeville

jestic—valueville. scnic Auditorium—Motion pictures. orgetown Open Air Theater—Motion ictures and vaudeville. in Echo—Darcing and motion pictures.

Luna Park-Music and vaudeville.

Thevy Chase Lake-Section of Marine

Arcade-Music and motion pictures on roof garden.
ree lecture by Col. John Pollen, Esperanto delegate from England, at Arlington Hotel. Subject, "The Green Flag Around the World."

Excursions Today. leaves Seventh street wharf 6:13

p. m. Marshall Hall-Steamer Charles Mac-alester leaves Seventh street wharf Marshall Hall—Steamer Charles Macalester leaves Seventh street wharf 2:39 p. m.
Chesapeake Beach—Trains leave District line, 2:39, 5:49, 7:45, and 9:45 p. m.
Washington, Baltimore and Annapolis electric line—Summer excursions to bay points, Ocean City, Rehoboth Beach, Pen-Mar, and Atlantic City. Full information at city ticket office, 123 New York avenue.
Colonial Beach—Boats leave Seventh street wharf 2:39 and 6 p. m.

(The Times will be pleased to announce meetings and entertainments in his column. Phone or write announce—nents.)

Captain in the navy from July 1, 1919.
Commander A. B. HOFF and Commander R. C. MOODY.
Sioned commanders in the navy from July 1, 1919.
Lieutenant Commander R. C. MOODY.
Sioned commander

IN RACE FOR DEMOCRATIC NOMINATION



THOMAS M. OSBORNE. Albany Man Who Would Lead Party In New York State.

AUBURN, N. Y., Aug. 20.-Thomas convention of the gold Democrats M. Osborne, three times mayor of Au-burn, president of the Junior Repub- League, has formally announced himdelegate to the Palmer and Buckner cratic nomination for governor.

Army and Navy Orders; Movements of Vessels

or WILLIAM D. CONNOR will proceed to Portland, Me., to super-vise survey work in the artillery district of Portland.

15, 1910. mant Colonel SILAS A. WOLF, a his awn application, is retired

from active service, to be considered to the constant of the major THOMAS H. REES, is detailed the next class at the Army to enter the next class at the Army
War College, August 31, 1919.
Major CHARLES S. BROMWELL,
Corps of Engineers, in addition to
his other duties, will, on or before
August 25, 1919, temporarily relieve
Major THOMAS H. KEES, Corps of
Engineers, of the duties now in big Incidentally, it might be remarked

The Illinois Central is one institution that doesn't show the slightest hestancy in going after "the men higher up."

There is reason to suspect that Mr. Carpenter, in the last few days, has become particularly well pleased with the funds, property, and records pertaining thereto.

Colonel HOBART K. BAILEY, is relieved from treatment at the Army and Navy General Hospital, Hot Springs, Ark.

Captain PERCY M. KESSLER will present the proceed to Fort Monroe Va.

First Lieutenant W. CHURCH GRIS-WOLD, Medical Reserve Corps, is relieved from duty at Fort Ogle-thorpe, Ga., to take effect October 1, 1916. and duties of officers of the Medical Corps and Medical Reserve Corps

ptain HENRY B. McINTYRE, Medical Corps, is relieved from duty at the General Hospital, the Presidio of San Francisco, to take effect upon the arrival of Captain RAYMOND F. METCALFE, Medical Corps, and live topics, with his will then proceed to Fort Caswell.

vember 5, 1910, for Honolulu. aptain LUCIUS L. HOPWOOD, Medi-

aptain WILLIAM K. BARTLETT, Medical Corps, upon arrival at San Francisco, will proceed to Fort Oglethorpe, Georgia.

irst Lieutenant HARLEY J. HALLETT, Medical Corps, is relieved from duty at Fort Totten, New York, and will sail on or November 5, 1910, for the Dhilloging Lieutens. for the Philippine Islands.
rst Lieutenant ROY C. HEFLEBOW-ER, Medical Corps, is relieved from duty at the Army Medical School, duty at the Army Medical School, and will proceed to Fort Hamilton, New York.

New York.
irst Lieutenants ERNEST R. GENTRY and WILLIAM H. THEARLE,
Medical Corps. are relieved from

and will proceed to Fort Leaven-worth, Kensas.

rst Lieutenant ALEXANDER T. L. COOPER, Medical Corps, is relieved from duty at the Army Medical School, and will proceed to San Erancisco.

School, and will proceed to San Francisco.
Chaplain JOSEPH H. SUTHERLAND, 23d Infantry, is relieved from treatment at the Walter Reed General Hospital, District of Columbia.
Captain ANDREW J. DOUGHERTY, 30th Infantry, is detailed to enter the class at the Army War College.
Captain EDWIN V. BOOKMILLER, 9th Infantry, is relieved from duty as a member of the class at the Army War College, Washington, D. C.
Captain RICHARD C. MARSHALL, Jr., quartermaster, will proceed to Fort Yeilowstone, Wyoming, on official business.

NAVY.

Captain W. A. GILL, commissioned a captain in the navy from July 1

Surgeon M. C. BAKER, Passed Assistant Surgeon M. DONELSON, commissioned passed assistant surgeons in the navy from July 12, 1919. assed Assistant Surgeon R. J. STREATON, commissioned a passed assistant surgeon is the passe from the passed assistant surgeon in the passed assi

STREATON, commissioned a passed assistan' surgeon in the navy from December 20, 1969.

Passed Assistant Surgeon J. O. DOW-NEY commissioned a passed assist-ant surgeon in the navy from Aug-ust 1, 1989.

Chief Gunner J. HILL, to duty Missouri.
Chief Gunner A. S. MACKENIE, de-tached duty Missouri; to home and

MOVEMENTS OF VESSELS.

wait orders.

Munsey's Magazine, for September presents to the reading public an un-usual array of good special articles and

contributors of serious treatments of live topics, with his story "A Tribunal

will then proceed to Fort Caswell,
North Carolina.

First Lieutenant JOSEPH L. SANFORD, Medical Reserve Corps, is
relieved from duty at Fort Caswell,
North Carolina, and will sail NoNorth Carolina. Enormous Power of the Sur Court," by M. G. Seckendorff; tal Corps, is relieved from duty at the General Hospital, the Presidio of San Francisco, and will proceed to Fort Monroe, Virginia.

Ptain WILLIAM K. BARTLETT.

Court," by M. G. Seckendorff; "The Greatest Oil Well in the World." by Walter J. Woodall; "Where David Belasco Works," Louis V. DeFoe, and Ptain WILLIAM K. BARTLETT. lasco Works," Louis V. DeFoe, and "Famous Affinities of History," by Lyn-

> The fiction of the magazine has been placed in capable hands this month with Brander Matthews' "The Shortest Day Brander Matthews' "The Shortest Day In the Year," and Grace McGowan Cooke's "The Borrowed Husband."
> Then there are ten other stories: "The Departure," by Grace Lace Irwin; "Owing to Piccolo," by Constance Warren; "The Five Gold Bars," by R. K. Culver; "The Very Best Thing To Do," by Nina Wilcox Putnam; "The Whitewashing of Winthrop Webb," by Edward Boltwood; "An Evangeline of the Subway," by Richard W. Kemp; "Manhattan Magic," by Roland A. Phillips, "The Lighthouse," by Joseph Ivers Lawrence, and "The Hands of Essau," by Bannister Merwin.

Concert Today

By the U. S. Marine Band, at the White House, at 5:15 P. M. WILLIAM H. SANTELMANN,

Leader. PROGRAM.

March, "Under the Double Eagle," Overture, "Fingal's Cave," Mendelssohr

Cornet solo, "Le Reve D'Amour," (Musician, Arthur S. Witcomb.) Waltz, "Mia Cara"......Hammerstein Esperanto Hymn, "La Espere," F. de Menil

Excerpts from "The Dollar Princess" Fall Gypsy SerenadeNehl Grand Fantasia, "Die Walkure"

"The Star-Spangled Banner."

Duke Franz Josef to Attend Mrs. Ogden Goelet's Dance

Newport Society Looking Forward to Most Brilliant Event This Evening-Representative and Mrs. Longworth Among Guests At Hostess' Cottage.

Mrs. Nicholas Longworth. Mrs. Longworth has been visiting Mrs. Goelet for several days, Representative Longworth topining her usefunded.

Rear Admiral and Mrs. Charles H. Stockton, U. S. N., are spending several weeks at Bretton Weeks at Bretton Weeks at Bretton Weeks. N. H. loining her yesterday.

The Duke is accompanied by his adju-fant, Count you Lassow, and Count you Mr. and Mr. Wedel, charge d'ffaires of the Germany

Major Lewis Merriam, U. S. A., and Mrs. Merriam, accompanied ty Mrs. Henry C. Merriam, wife of Captain Henry C. Merriam U. S. A., of Jackson Barracks, La., and her small daughter, are spending several weeks at Atlantic City.

Mrs. Beatty, wife of Captain Frank E. Beatty, commandant of the Washington Navy Yard, has gore to Nantucket, Mass., for a stay of several weeks.

Lieutenant Commander Downes L. Wilson and Mrs. Wilson, U. S. N., are making a series of visits on the Massachusetts North Shore.

Pear Admiral Staunton

Rear Admiral Staunton And Officers Entertained.

Rear Admiral Sidney A. Staunton, U. S. N., and the officers of his command were the guests at linner last evening f the Mt. Desert Club. Bar Harbor.

The Spanish Minister and Mme. de Piano, who remained in Washington until late in the summer, have completed a series of visits they have been making for the last few weeks, and are new at the Balsams, Dixville Notch, N. H., for the balance of the season.

The summer home of Mr. and Mrs.

The summer home of Mr. and Mrs. E. J. Berwlud, at Newport, the Elms, was the scene of a large reception and dance last evening, in honor of Rear Admiral Seaton Schroeder, U. S. N., Mrs. Schroeder, the Secretary of the Novy and Mrs. Meyer, and the officers of the Atlantic fleet visiting at Newbort.

of the Atlantic fleet visiting at New port.

Mr. and Mrs. Berwind were assisted in receiving their guests by Lieut. John P. Jackson, U. S. N., and Lieut. E. T. Constein, U. S. N., both of Washington.

Practically all the summer colony attended. There were nine rear admirals, active and retired, among the guests.

A number of dinner parties preceded the dance, Reur Admiral and Mrs. Schroeder dining with Commodere and Mrs. James on the Aloha.

Assistant Secretary And Mrs. Wilson Hosts.

The Assistant Secretary of State and n informal reception yesterday after-oon at their residence, on K street, to oon at their residence, on K street, to be delegates to the Esperanto congress. Receiving with Mr. and Mrs. Wilson the John Barrett, president of the Es-eranto Association of North America; tr. Ludwig L. Zamenhoff, and Mrs.

Orr.
Mrs. Wilson received her guests in a dainty gown of white batiste and baby Irish lace.

dainty gown of white batiste and baby Irish lace.

Mr. and Mrs. Hugh Legare and William C. Marrow, of Washington, were among the dinner hosts at the Casino at Narragansett Pier last evening.

Dr. Merrill E. Gates and Miss Margaret Gates, of Washington, are at the Maplewood Inn. Maplewood, N. H., for the balance of the season.

Miss Laura Merriam, who has been visiting her brother and sister-in-law, Paymaster and Mrs. John H. Merriam, U. S. N., at Atlantic City, is now the guest of her brother-in-law and sister, Mr. and Mrs. John Tyler Wheelwright, of Boston, at their summer home, at New London, Conn.

The marriage of Miss Lucy R. Mer-

The marriage of Miss Lucy R. Meresterday afternoon at the home of office yard. It is similar to the one bride's mother, Mrs. H. W. Mer-first noticed. Postmaster Allen soundam. 267 N street northwest.
Only a small party of relatives feet of soft earth.

Newport society is looking forward to the brilliant dance which Mrs. Ogden Goelet is giving tonight for her house party.

Duke Franz Josef, of Bavaria, who arrived at Mrs. Goelet's yesterday, accompanied by his suite, is to attend, and other distinguished members of the house party are Representative and Mrs. Nicholas Longworth Mrs. Long.

Rear Admiral and Mrs. Charles H.

Mr. and Mrs. Rockwell

Mr. and Mrs. E. S. Fockwell are spending the month of August at the

And Wife Go To Portland. Major and Mrs. William D. Conner, U. S. A., closed their quarters at the Washington Barracks and left Wash-ington last night for a ten days' visit to Portland, Me.

ligaton last night for a ten days' visit to Portiand, Me.

William Phillips, first secretary to the American embassy at London, and Mrs. Phillips, the latter formerly Miss Caroline Astor Drayton, are the guests of Mr. Phillips' mother, Mrs. John C. Phillips, at Beverly, Mass. Mr. and Mrs. Phillips are on a six weeks' leave of absence from the former's post of duty.

Lieut. Sven H. Pousette, of the Swedish legation, sailed from New York today on the Carmania for Europe.

Mr. and Mrs. Heury Cleveland Perkins and the Misses Perkins, who recently arrived in the White mountains in their motor car, are spending the month of August at Intervale, N. H. They are accompanied by the Misses Davis, of Berkeley, Cal., who made the trip with them.

The Assistant Secretary of the Navy and Mrs. Beekman Winthrop have gone to Lenox for the week-end. Mrs. Winthrop has been visiting her mother, Mrs. John D. Wood, at Babylon, L. I.

Mrs. H. H. Cassidy and the Misses Cassidy are spending a few weeks at the Crawford House in the White mountains.

Mr. and Mrs. John King entertained a small company informally last evening in honor of Mr. and Mrs. Pitts, of Greenfield, Ohio. Invited to meet Mr. and Mrs. Fitts were Mr. and Mrs. J. Williams, Mr. and Mrs. George Raff, Mrs. Stein, and Miss Elyria Kramer.

Mrs. E. Jacobs announces the engagement of her daughter, Miss Sara Jacobs, to Lewis S. Friedmon, of New York city.

Mr. and Mrs. Jacob Herschman, of 2733 P street, announce the engagement of their daughter, Miss Fannle Hersch-man, to Philip M. Riefkin, of Newport,

Mr. and Mrs. Henry Strauss have returned to their apartment in the Winchester after a lengthy visit in Indianapolis, Ind.

Edwin Hahn has returned to the city from a water trip to the Thousand Islands.

Mrs. Julia Luchs is the guest of her daughter, Mrs. Sylvan Bensinger, at Ingleside.

gleside.

Felix Letterman, of Charlottesville.
Va., is visiting his sister, Mrs. Harold Levy, of the Ashley.

Miss Daisy Marx has left the city to visit relatives in New Haven, Conn.

Harold Kaufman has returned home after a fortnight's visit to Atlantic City.

MORE CAVE-INS FEARED. STAUNTON, Va., Aug. 20 .- Interest

business, rather than to try to catch

side of your own store for your trouble,

Do not declare war on your competitors.

Espey, the hardware man, bought a

most accommodating rat had crawled

into the window and into one

The Business Doctor

By Roe Fulkerson



ON'T you do you to find the weakness in your own The Business Doc- even with him by cut-price methods.

"Hunt your weakness rather than in-stitute a new one. Look here on the intor pounded the desk danced. "Price - cutting is You no doubt remember Mr. Sherman's

like petting a hornet laconic description of war-it's the same the same man with business war, only more so. never does it twice! There is no more idiotic, unbusiness-like and failacious came in, one of his men spent the afterline of reasoning noon filling a window with them. When than that used by the price-cutter-the they opened the store next morning a

ousiness pirate. profit of 30 per cent and all the other fellows in his line are making the same, and the show card on his trap explains and he cuts his price 10 per cent, he that the traps are so good that the rais can do ten times as much business, go into them even when they are not baited. which would be ten times 20 per cent, which would be 200 per cent.

don't get a blg addition to your busi-ness as a result of your price-cutting, you will lose out on it. If you do get a big addition to your business, you must sport with a whole flock of double money is the winner in such battles.

"If he simply meets your price then he save that each of you is making a profit of 20 per cent instead of 30, as formerly. He walked into the credit man of the "You have been hoist by your own department store and said:

petard; have dug a ditch and fallen into ese to spite your face!

which would be 200 per cent.

"Seems a good stunt, doesn't it? But in New York keeps its employes on the qui vive by having a standing offer of \$5 to any clerk who will suggest away from some other fellow-some fel- a labor or money saving plan which is low who is not asleep at that! If you good enough for them to put into

If your ideal of manhood is the fat big addition to your based other feltake that business from some other relations, and when that other fellow finds you are taking his trade, he will either meet your prices or else will cut under around its stomach sticking out of his around its stomach sticking out of his controlled them. them, and if he cuts under them, the war is on and the man with the most

You are headed in the wrong direc gets back his trade, you have your old tion and there are fireworks at the end trade left, and all is as it was before, of that road!

"You may not remember me, but I , not to mention having cut off your once ran an account here and you "If your goods are not marked higher overdue. I got mad then and gave than your competitor's and still he is you a dressing down and wiped out my getting more business than you are, you account with you. I came in today to may depend on it that he deserves more; apologize for all that war talk. I want that he has better salesmen; that he is to tell you that I have never bought giving better store service; that he is a thing on credit since that day, and doing more or better advertising-there am saving 20 per cent more of my is a reason some place, and it's up to salary than I did then."